



February 20, 2013

Dear Colleague,

I am pleased to announce our eighth observance of National Women and Girls HIV/AIDS Awareness Day, which falls on March 10th of every year. Since 2006, the U.S. Department of Health and Human Services' Office on Women's Health (OWH) has led local and national efforts to raise awareness of HIV/AIDS among women and girls and to encourage people to take action in the fight against HIV/AIDS. According to the Centers for Disease Control and Prevention (CDC), women make up 24 percent of HIV diagnoses among U.S. adults and adolescents, and black and Latina women are disproportionately affected. At some point in their lifetime, 1 in 32 black women and 1 in 106 Latina women will be diagnosed with HIV. As the [Affordable Care Act](#) (ACA) increases access to critical prevention services, including HIV testing and health insurance for the uninsured through the [Health Insurance Marketplace](#), health outcomes for women and girls at risk for and living with HIV will undoubtedly improve.

National Women and Girls HIV/AIDS Awareness Day galvanizes local and national organizations around efforts to educate and test women for HIV/AIDS. Together, these organizations offer support, hope, and knowledge to reduce the stigma of HIV and to empower women and girls to take positive actions. These actions may include getting tested, seeking treatment, obtaining health care coverage through the ACA, and educating their peers on how to prevent new infections.

This National Women and Girls HIV/AIDS Awareness Day, OWH is encouraging people to “Share Knowledge. Take Action.” To increase promotion of this significant observance, OWH asks everyone to share knowledge and to take action in their communities.

You can support National Women and Girls HIV/AIDS Awareness Day by doing one or more of the following:

- Hold your own event or activity and [register it on our website](#).
- Encourage friends and family members to get tested. [Find a local testing site](#) on the CDC’s interactive map.
- [Get a proclamation issued](#) for continued community support and recognition in the battle against HIV/AIDS among women and girls.
- Publish a blog post in support of the awareness day, or use one of our [sample newsletter articles](#) for your organization’s newsletter or group email messages.
- Post one of our [pre-developed social media messages](#) on Facebook and LinkedIn. On Twitter, use the hashtag #NWGHAAD and ask your followers to join the conversation as well. You can also update your [Facebook cover photo](#) throughout the month of March or update your social media profile pictures with a [Twibbon](#) on March 10.

OWH will provide the facts and the tools to support you at every step! As a partner, you have the power to educate others, change behaviors, and help shape the future for women and girls. [Please visit our website](#) for resources and more information in support of National Women and Girls HIV/AIDS Awareness Day 2013 and help us make it the best it can be. Please keep the momentum going! I look forward to hearing about your exciting and innovative ideas to observe National Women and Girls HIV/AIDS Awareness Day.

Sincerely,

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